

ABSTRACT OF THE DISCLOSURE

A method and apparatus for offering a promotional award to a visitor to an electronic commerce site. The electronic commerce apparatus comprises a connection to a distributed communication network, at least one promotional awards storage area for a visitor, including a customer identifier storage and an award amount storage, and an awards rule storage, wherein the visitor is granted a promotional award upon visiting the electronic commerce site, with the promotional award amount being controlled by an awards rule contained in the awards rule storage. The method comprises the steps of detecting a site visit by a visitor, granting a promotional award to the visitor, and adding the promotional award to a pre-existing promotional award, if the site visit is not a first site visit by the visitor, wherein the visitor is motivated to make multiple site visits and a purchase as a result of the promotional award.